WHAT IS CLAIMED IS:

1. A method of generating a web site, comprising the steps of:

receiving data entry;

determining one or more characteristics for each of one or more web site dimensions in response to the data entry;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

presenting the generated web site.

2. The method as claimed in claim 1, further comprising the step of storing the description of the web site.

3. The method as claimed in claim 1, wherein the retrieving step includes retrieving particular web site data based upon characteristics of a device for accessing the web site.

4. The method as claimed in claim 3, wherein the device is a general-purpose computer.

5. The method as claimed in claim 3, wherein the device is a wireless device.

6. The method as claimed in claim 3, wherein the device is a multi-purpose input-output device.

7. The method as claimed in claim 1, wherein one of the web site dimensions is web site content.

8.   The method as claimed in claim 1, wherein one of the web site dimensions is web site layout.

9.   The method as claimed in claim 1, wherein one of the web site dimensions is web site navigation.

10.   The method as claimed in claim 1, wherein one of the web site dimensions is web site component applications.

11.   The method as claimed in claim 1, wherein one of the web site dimensions is web site colors.

12.   The method as claimed in claim 1, wherein one of the web site dimensions is web site theme.

13.   The method as claimed in claim 1, wherein one of the web site dimensions is web site framework.

14.   The method as claimed in claim 1, wherein one of the web site dimensions is web site graphics.

15.   The method as claimed in claim 1, wherein one of the web site dimensions is web image set.

16.   The method as claimed in claim 1, wherein one of the web site dimensions is platforms for accessing the web site.

17.   The method as claimed in claim 1, wherein the description of the web site is generated from one or more predetermined subsets of characteristic descriptions corresponding to at least one of the one or more determined characteristics.

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18. The method as claimed in claim 17, wherein the description of the web site is generated pseudo-randomly.

19. The method as claimed in claim 17, wherein the description of the web site is generated in a non-deterministic manner.

20. The method as claimed in claim 17, wherein the description of the web site is generated randomly.

21. The method as claimed in claim 1, wherein at least one of the one or more characteristics is determined from one or more predetermined subsets of characteristics corresponding to at least a portion of the data entry.

22. The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined pseudo-randomly.

23. The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined in a non-deterministic manner.

24. The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined randomly.

25. The method as claimed in claim 1, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least a portion of the description of the web site.

26. The method as claimed in claim 25, wherein the web site data is retrieved pseudo-randomly.

27. The method as claimed in claim 25, wherein the web site data is retrieved in a non-deterministic manner.

28. The method as claimed in claim 25, wherein the web site data is retrieved randomly.

29. The method as claimed in claim 1, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least one of the one or more determined characteristics.

30. The method as claimed in claim 29, wherein the web site data is retrieved pseudo-randomly.

31. The method as claimed in claim 29, wherein the web site data is retrieved in a non-deterministic manner.

32. The method as claimed in claim 29, wherein the web site data is retrieved randomly.

33. The method as claimed in claim 1, further comprising the step of storing the one or more determined characteristics.

34. The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site dimensions without changing at least one of the characteristics of at least one other of the web site dimensions.

35. The method as claimed in claim 34, wherein when the one characteristic of the one web site dimension is modified, none of the characteristics of the other web site dimensions is thereby modified.

36. The method as claimed in claim 34, wherein the description of the web site is regenerated upon the modification of the one characteristic of the one web site dimension.

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37.   The method as claimed in claim 36, further comprising the step of storing the regenerated description of the web site.

38.   The method as claimed in claim 34, wherein the one characteristic of the one web site dimension is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site dimensions.

39.   The method as claimed in claim 34, further comprising the step of storing the modified characteristic.

40.   The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site dimensions wherein the description is regenerated upon the modification of the one characteristic of the one web site dimension.

41.   The method as claimed in claim 40, further comprising the step of storing the regenerated description of the web site.

42.   The method as claimed in claim 40, further comprising the step of storing the modified characteristic.

43.   The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site dimensions, wherein the one characteristic of the one web site dimension is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site dimensions.

44.   The method as claimed in claim 43, further comprising the step of storing the modified characteristic.

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45.   The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site dimensions wherein the one characteristic of the one web site dimension is modified in one or more predetermined manners based upon at least one other characteristic of the web site dimension.

46.   The method as claimed in claim 45, further comprising the step of storing the modified characteristic.

47.   The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site dimensions, wherein at least one of the characteristics of at least one other web site dimension is modified in accordance with the modification of the one characteristic of the one web site dimension.

48.   The method as claimed in claim 47, further comprising the step of storing the modified characteristic.

49.   The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site dimensions, wherein at least one other characteristic of the one web site dimension is modified in accordance with the modification of the one characteristic of the one web site dimension.

50.   The method as claimed in claim 49, further comprising the step of storing the modified characteristic.

51.   The method as claimed in claim 1, further comprising the step of storing the data entry.

52.   The method as claimed in claim 1, wherein the data entry includes one or more user preferences.

53.   The method as claimed in claim 1, wherein the data entry includes one or more user profiles.

54.   The method as claimed in claim 1, wherein the data entry includes one or more navigation histories.

55.   A method of generating multimedia information, comprising the steps of:

receiving data entry;

determining one or more characteristics for each of one or more multimedia information dimensions in response to the data entry;

generating a description of the multimedia information based upon the one or more determined characteristics for each of the one or more multimedia information dimensions;

retrieving multimedia information data in accordance with the generated description of the multimedia information;

generating one or more elements of the multimedia information based upon the description of the multimedia information and the retrieved multimedia information data; and

presenting the generated multimedia information.

56.   A method of generating a web site, comprising the steps of:

receiving data entry;

determining one or more characteristics for each of one or more web site dimensions in response to the data entry;

generating a description of the web site defining at least one interrelationship between at least two dimensions based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data in accordance with the generated description of the web site pseudo-randomly from a predetermined web site data subset corresponding to at least a portion of the description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

presenting the generated web site.

57. A method of generating a web site, comprising the steps of:

receiving data entry;

determining one or more characteristics for each of one or more web site dimensions in response to the data entry;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data, including particular web site data, in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data and particular web site data; and

presenting the generated web site, wherein

the particular web site data is retrieved based upon characteristics of a device for accessing the web site.

58. A system for generating a web site, comprising:

an input for receiving data entry; and

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site dimensions in response to the data entry;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

presenting the generated web site.

59.   The system as claimed in claim 58, further comprising a storage device for storing the description of the web site.

60.   The system as claimed in claim 58, wherein the retrieving step includes retrieving particular web site data based upon characteristics of a device for accessing the web site.

61.   The system as claimed in claim 60, wherein the device is a general-purpose computer.

62.   The system as claimed in claim 60, wherein the device is a wireless device.

63.   The system as claimed in claim 60, wherein the device is a multi-purpose input-output device.

64.   The system as claimed in claim 58, wherein one of the web site dimensions is web site content.

65.   The system as claimed in claim 58, wherein one of the web site dimensions is web site layouts.

66.   The system as claimed in claim 58, wherein one of the web site dimensions is web site navigations.

67.   The system as claimed in claim 58, wherein one of the web site dimensions is web site component applications.

68.   The system as claimed in claim 58, wherein one of the web site dimensions is web site colors.

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69.   The system as claimed in claim 58, wherein one of the web site dimensions is web site theme.

70.   The method as claimed in claim 58, wherein one of the web site dimensions is web site framework.

71.   The method as claimed in claim 58, wherein one of the web site dimensions is web site graphics.

72.   The method as claimed in claim 58, wherein one of the web site dimensions is web image set.

73.   The system as claimed in claim 58, wherein one of the web site dimensions is platforms for accessing the web site.

74.   The system as claimed in claim 58, wherein the description of the web site is generated from one or more predetermined subsets of characteristic descriptions corresponding to at least one of the one or more determined characteristics.

75.   The system as claimed in claim 74, wherein the description of the web site is generated pseudo-randomly.

76.   The system as claimed in claim 74, wherein the description of the web site is generated in a non-deterministic manner.

77.   The system as claimed in claim 74, wherein the description of the web site is generated randomly.

78.   The system as claimed in claim 58, wherein at least one of the one or more characteristics is determined from one or more predetermined subsets of characteristics corresponding to at least a portion of the data entry.

79.   The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined pseudo-randomly.

80.   The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined in a non-deterministic manner.

81.   The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined randomly.

82.   The system as claimed in claim 58, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least a portion of the description of the web site.

83.   The system as claimed in claim 82, wherein the web site data is retrieved pseudo-randomly.

84.   The system as claimed in claim 82, wherein the web site data is retrieved in a non-deterministic manner.

85.   The system as claimed in claim 82, wherein the web site data is retrieved randomly.

86.   The system as claimed in claim 58, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least one of the one or more determined characteristics.

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87.   The system as claimed in claim 86, wherein the web site data is retrieved pseudo-randomly.

88.   The system as claimed in claim 86, wherein the web site data is retrieved in a non-deterministic manner.

89.   The system as claimed in claim 86, wherein the web site data is retrieved randomly.

90.   The system as claimed in claim 58, further comprising a storage device for storing the one or more determined characteristics.

91.   The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site dimensions without changing at least one of the characteristics of at least one other of the web site dimensions.

92.   The system as claimed in claim 91, wherein when the one characteristic of the one web site dimension is modified, none of the characteristics of the other web site dimensions is thereby modified.

93.   The system as claimed in claim 91, wherein the description is regenerated upon the modification of the one characteristic of the one web site dimension.

94.   The system as claimed in claim 93, further comprising a storage device for storing the regenerated description of the web site.

95.   The system as claimed in claim 91, wherein the one characteristic of the one web site dimension is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site dimensions.

96.   The system as claimed in claim 91, further comprising a storage device for storing the modified characteristic.

97.   The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site dimensions wherein the description is regenerated upon the modification of the one characteristic of the one web site dimension.

98.   The system as claimed in claim 97, further comprising a storage device for storing the regenerated description of the web site.

99.   The system as claimed in claim 97, further comprising a storage device for storing the modified characteristic.

100.   The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site dimensions wherein the one characteristic of the one web site dimension is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site dimensions.

101.   The system as claimed in claim 100, further comprising a storage device for storing the modified characteristic.

102.   The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site dimensions wherein the one characteristic of the one web site dimension is modified in one or more predetermined manners based upon at least one other characteristic of the web site dimension.

103. The system as claimed in claim 102, further comprising a storage device for storing the modified characteristic.

104. The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site dimensions, wherein at least one of the characteristics of at least one other web site dimension is modified in accordance with the modification of the one characteristic of the one web site dimension.

105. The system as claimed in claim 104, further comprising a storage device for storing the modified characteristic.

106. The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site dimensions, wherein at least one other characteristic of the one web site dimension is modified in accordance with the modification of the one characteristic of the one web site dimension.

107. The system as claimed in claim 106, further comprising a storage device for storing the modified characteristic.

108. The system as claimed in claim 58, wherein the data entry includes one or more user preferences.

109. The system as claimed in claim 58, wherein the data entry includes one or more user profiles.

110. The system as claimed in claim 58, wherein the data entry includes one or more navigation histories.

111.   The system as claimed in claim 58, further comprising a storage device for storing the description of the web site.

112.   A system for generating multimedia information, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more multimedia information dimensions in response to the data entry;

generating a description of the multimedia information based upon the one or more determined characteristics for each of the one or more multimedia information dimensions;

retrieving multimedia information data in accordance with the generated description of the multimedia information;

generating one or more elements of the multimedia information based upon the description of the multimedia information and the retrieved multimedia information data; and

presenting the generated multimedia information.

113.   A system for generating a web site, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site dimensions in response to the data entry;

generating a description of the web site defining at least one interrelationship between at least two dimensions based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data in accordance with the generated description of the web site pseudo-randomly from a predetermined web site data subset corresponding to at least a portion of the description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

presenting the generated web site.

114. A system for generating a web site, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site dimensions in response to the data entry;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data, including particular web site data, in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

presenting the generated web site, wherein

the particular web site data is retrieved based upon characteristics of a device for accessing the web site.

115. A system for generating a web site, comprising:

means for receiving data entry;

means for determining one or more characteristics for each of one or more web site dimensions in response to the data entry;

means for generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

means for retrieving web site data in accordance with the generated description of the web site;

means for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

means for presenting the generated web site.

116. A set of computer program instructions for generating a web site, comprising:

an instruction for receiving data entry;

an instruction for determining one or more characteristics for each of one or more web site dimensions in response to the data entry;

an instruction for generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

an instruction for retrieving web site data in accordance with the generated description of the web site;

an instruction for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data; and

an instruction for presenting the generated web site.

117. A method of generating a web site, comprising the steps of:

receiving data entry;

retrieving a stored description of the web site based upon the data entry;

retrieving web site data in accordance with the retrieved description of the web site;

generating one or more pages of the web site based upon the retrieved description of the web site and the retrieved web site data; and

presenting the generated web site.

118. A system for generating a web site, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

retrieving a stored description of the web site based upon the data entry;

retrieving web site data in accordance with the retrieved description of the web site;

generating one or more pages of the web site based upon the retrieved description of the web site and the retrieved web site data; and

presenting the generated web site.

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